



Small scholarships are available to assist with registration at the

CULTURAL & HERITAGE TOURISM ALLIANCE

9th Annual Conference

November 28 - December 1, 2007 Seattle, Washington

Grand Hyatt, **Seattle, Washington**

The Washington State Arts Commission will provide four scholarships for people representing a Washington cultural organization a \$250 scholarship to this Conference. For information about the Conference agenda please go to:

<http://www.chtalliance.com/>

HURRY the POSTMARK Deadline for Applications is

OCTOBER 19, 2007

Scholarship recipients will be selected by WSAC staff based on answers to the following questions. To apply send a letter that answers the following questions along with your name, address, day and night phone numbers, email, and cultural organization affiliation to the address below:

1. Why would you like to attend this Conference? What are your goals?
2. What will be the impact of your attendance on the cultural organization with which you are affiliated?
3. Where will the additional funds necessary to attend the Conference come from? Will your organization help with funding? Are you personally going to provide the funds?

Send this information to:

Bitsy Bidwell
Community Arts Development Manager
Washington State Arts Commission
PO Box 42675
Olympia, WA 98504-2675
bitsyb@arts.wa.gov
360-586-2421

The field of cultural and heritage tourism continues to grow. But that growth comes with change in the industry and consumer expectations. Join professionals from across North America as we learn, network and discover new opportunities in cultural tourism.

WHO SHOULD CONSIDER ATTENDING?

Anyone interested in learning more about:

- Strengthening cultural and heritage tourism's positive impacts in our communities and addressing shared challenges in the travel industry.
- Effectively advocating for the value of cultural and heritage tourism.
- Promoting the integration of culture and heritage into a broad range of economic development strategies.

CONFERENCE FEE

\$425 (US) The registration fee will include all regular conference sessions, workshops, receptions, off-site excursions to some of Seattle's most exciting cultural and heritage hot spots, and most meals. WSAC will provide four scholarships, each at \$250, to offset registration fees and travel expenses.

REGISTRATION AND CANCELLATION POLICY

Registrations for the Cultural and Heritage Tourism Alliance conference will be accepted until November 1st, 2007. Participants will not be considered registered until payment is received by CHTA. In the event of a cancellation, a full refund will be offered upon receipt of written request prior to November 1st, 2007. *After November 1st, no refund requests will be accepted.*

CONFERENCE HIGHLIGHTS INCLUDE:

Two full days of workshops and seminars led by nationally acclaimed experts in the cultural and heritage tourism field

A special, pre-conference seminar focusing on Strategic Planning, Market Research, and Product Development (*additional fee required*)

Hands-on learning from "Mobile Workshops" and optional tours to Pike Place Market, Pratt Fine Arts Center, Olympic Sculpture Park, Lake Union Cruise, Seattle Art Museum, Experience Music Project and more!

Optional pre- and post-conference excursions to the cultural gems of Seattle and the Pacific Northwest

Thursday night offers free time and you may choose from deeply discounted tickets offered by many of Seattle's leading theatres and performing arts venues.